THE ENGAGEMENT EXPERIENCE

MHEDA Convention & Exhibitor Showcase
April 29 – May 3, 2017 • Salt Lake City, Utah
You’re Invited!

MHEDA’s 62nd Annual Convention & Exhibitor Showcase
The Engagement Experience

April 29 to May 3, 2017
The Grand America Hotel in Salt Lake City, Utah

Are you 100% engaged with the customer, your peers and your organization’s mission? Living in the digital age means we are bombarded with a steady stream of data, changing technology and ever present social media. But having access to information is not the same as being actively engaged. It’s time to take a step back and look at the world in which we are living. It’s time to re-engage with our business, so we can better serve our most important stakeholders: our customers, our employees and our families. MHEDA’s 2017 Convention will give you the tools and inspiration to live in the present, with an eye on the future. We invite you to spend a few days in the majestic mountains of Salt Lake City, breathe in the air of change and be part of the conversation. We promise you the experience of a lifetime.

Engage with your team.
Engage with your customers.
Engage with your industry.

“BOGO” FREE Distributor Registration

Share convention with a key member of your team. For every Distributor Member Registration, we are happy to offer you one FREE registration for anyone at your company who has never been to the convention. One person must be registered in full.
**KEYNOTE**

**Powerful Portraits: An Intimate Look at Humanity and Leadership**

After working for *British Vogue* for several years, award-winning photographer & master storyteller Platon was invited to NYC to work for the late John Kennedy Jr. and his political magazine, *George*. Shooting portraits for a range of international publications including *Rolling Stone, The New York Times* magazine, *Vanity Fair, Esquire* and *GQ*, Platon developed a special relationship with *TIME* magazine, producing over 25 covers including the 2007 “Person of the Year” photo of Vladimir Putin. In 2014, he photographed Edward Snowden in Moscow for his exclusive interview with *Wired* magazine – a project which took almost a year to put together with the utmost secrecy and resulted in the cover photo of Snowden holding the American flag.

MHEDA invites Platon to the stage to shares his experience photographing an eclectic mix of world leaders, celebrities, military heroes and human rights champions. He takes his audience on a roller coaster of emotions—from laughter to tears—with the most poignant and mesmerizing stories behind the photos. Presented by Platon on Monday, May 1st at 8:00 a.m.

“*I found the most value in the speakers and listening to their experiences through which they made their success. Seeing how human they all are showed me that it is possible to achieve anything*” – Stacey Franklin, Toyota Material Handling Northeast

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**GENERAL SESSIONS**

**Economic Outlook: A New World?**

Changes are occurring in Washington, Europe, the UK and China. We will examine these changes with an eye as to what they will mean to the US economy and to your business. Learn what to expect and how long the upside business cycle pressures will last. Gain insight on job growth and wages; the status of manufacturing in the US; the outlook for top markets; interest rates and more. Presented by Alan Beaulieu, ITR Economics on Monday, May 1st from 1:45 p.m. – 2:45 p.m.

**Everything Has Changed and Nothing Is Different**

We live in the age of disruption. Every week, it seems there is a new strategy, social media site or technology that is a “must use” or a “game changer.” What we lose in this endless quest for the next bright, shiny business object is that at the core of business while everything has changed, nothing is different. Trust, connection, consistency and service will always surpass any new app to hit the market. Learn what is real and what are only smoke screens in the business world today. Presented by Scott Stratten, President of Un-Marketing, on Tuesday, May 2nd from 9:00 a.m. – 10:15 a.m.

**The Promise: 3 Commitments of The Engagement Experience**

The Engagement Experience is what keeping promises is all about, while answering the following questions: How present are we in every engagement? Does the advertisement of our product overblow the reality of the customer experience? As team members, do we trust one another? Finally, do we keep promises to ourselves and to the most important people in our lives? And if not, what can we change? Using humorous stories and musical impressions, Jason’s delivery of *The Promise* will change the language in your company, your home life, and within yourself. Presented by Jason Hewlett, CSP, CPAE Speaker Hall of Fame on Tuesday, May 2nd from 2:45 p.m. – 3:45 p.m.
SPECIAL EVENT: WOMEN IN INDUSTRY BREAKFAST AND PRESENTATION

10 Secrets to a Healthier You

Work-life balance is a myth. It’s time for women to banish the guilt and start living a life of inspired focus and joy. Learn 10 secrets to living a happier, healthier life. You’ll discover ways to make your body strong from the inside out and how to be resilient and optimistic in the face of daily challenges. Pre-registration is required for this free event. This program is available for all women attendees. Presented by Dr. Elaine Dembe, Chiropractor and Longevity Specialist on Tuesday, May 2nd from 7:00 a.m. - 8:45 a.m.

ROUND TABLES

Discuss the challenges and opportunities that matter most to you and learn how others in the industry are handling the same issues. Connect with your peers on Monday, May 1st from 3:00 p.m. – 4:15 p.m.

“I made more networking connections than any other industry event I’ve attended. The experience has been phenomenal.”
– Andrea Jorgensen, Fairchild Equipment

“Excellent convention! Well planned, well organized and well worth attending.”
– Mike Yacks, Meijer Handling Solutions, Inc.

“Great networking, speakers were awesome and the seminars were very educational!”
– Michael Vaughan, Liftech Equipment Companies, Inc.

MHEDA GIVES BACK

Blessings in a Backpack
Blessings in a Backpack mobilizes communities, individuals and resources to provide food on the weekend for elementary school children across America who might otherwise go hungry. MHEDA Convention attendees are invited to be part of this Give Back event and help assemble packs which will be donated to local children in need. Tuesday, May 2nd from 4:00 p.m. – 5:00 p.m.

Shriners Hospital for Children
Throughout the convention MHEDA will also be collecting donations for the Shriners Hospitals for Children - Salt Lake City. This organization provides comprehensive orthopaedic care in a family-centered environment.
**Workshops**

Tuesday, May 2nd from 10:45 a.m. – 12:00 p.m.

**Material Handling Industry Trends: 2017 Critical Impact Factors**

Members of MHEDA’s Executive Committee will lead the discussion centered on the 2017 Critical Impact Factors. This casual open forum will give you the opportunity to engage with your industry peers, share ideas and gain a new perspective.

Preparation for 2020: Recruiting and Retaining Top Talent

Hiring and retaining good talent has never been easy, but the rapid pace of change is going to make this even more challenging. Is your organization ready? Important activities, such as screening, hiring and onboarding are critical. Learn practical tools needed to hire and develop a highly motivated team. Presented by Kathryne A. Newton, Ph. D., Professor, Supply Chain Management Technology, Purdue University

What's My Company Worth? How to Value Your Company

Do you know what your business is worth? How can you plan for the future of your company, your family and yourself if you don't know the answer to that question? Learn about the process of valuing your company, including the information required, the time allotment necessary, the methods used and more. Presented by Roman Basi, President of The Center for Financial, Legal & Tax Planning, Inc.

So, What Else is New? Modifying Your Sales Approach to Reflect Changes in Business & Technology

Examine some of the fundamental changes in selling and what you need to do about it. We will answer questions such as: Do you know what customers want/need? How are you providing information? How easy is it for the people in your organization to communicate with customers? Conduct a self-diagnostic audit that will help you to uncover areas you can change for better results. Presented by Joe Ellers, Sales Trainer, Consulting Associates

Tuesday, May 2nd from 1:00 p.m. – 2:15 p.m.

**Leaders Are Not Born. They are Built.**

This highly interactive session introduces the four phases of leadership development – Build Within, Build Around, Build Up and Build Out. You will leave empowered with tools to: develop the leader within; communicate a compelling vision; and create a high performance culture. Presented by Randy Disharoon, Speaker, Author, Trainer

Money on the Table: Using Data to Boost Sales & Margins

There are huge amounts of data available today that can drive higher sales, and improve margins and customer relationships. We will look at ways to enhance several key sales processes: prospecting; identifying decision-makers; account penetration; and more. We will also investigate some ways to use data to increase profitability. Presented by Joe Ellers, Sales Trainer, Consulting Associates

Workforce Development Initiative for Supply Chain Technicians

The accelerating trend toward automation is impacting workforce demand. Learn about steps the National Center for Supply Chain Automation is doing to work with industry community colleges and technical schools to address the shortage of supply chain technicians. Learn how you can get involved with this program. Presented by Steve Harrington, Industry Liaison, National Center for Supply Chain Automation

Member Idea Exchange: Customer & Employee Engagement

Hear how fellow MHEDA Members are engaging with customers and employees. This interactive session will give you the opportunity to network, brainstorm and generate new ideas. Presented by the MHEDA-NET Group, The Pacesetters.

Call (847) 680-3500 | Email connect@mheda.org | Visit www.mheda.org | 5
EXHIBITOR SHOWCASE

Monday, May 1st from 9:30 a.m. to 12:30 p.m.

About the Exhibitor Showcase
The Exhibitor Showcase is a tabletop showcase featuring many of the material handling industry’s top companies. This event provides attendees with an intimate venue designed for peer-to-peer networking and relationship building. It is also a great way to meet new people and learn about the latest products and services available to help you better serve your customers.

Booth Price - $2500 Premium or $2300 Standard, plus one person must register in full as a convention attendee.

Please note, booths are sold out for 2017.

Special Rate for Booth Assistant
Are you an exhibitor? You must have one person who is registered in full for the Convention, which is in addition to the booth fee. If you wish to bring a second person to help you out in your booth, we are happy to offer you the special discounted rate for a “Booth Assistant.” Limited to one person per booth. (Includes Sunday and Monday functions only.)
2017 EXHIBITORS

600 3D Storage Systems Limited
711 Adrian’s Safety Solutions
802 Advance Storage Products
713 Armadillo Tire LLC
809 Arrow Material Handling Products
305 Autoquip Corporation
200 Big Joe Forklift
510 Bluff Manufacturing
411 Cascade Corporation
803 Charter Software Inc.
209 Cogan Wire & Metal Products Ltd.
501 Concentric Storage Systems
307 Continental Tire the Americas
410 Cornerstone Specialty Wood Products, LLC
407 Cosme Inc.
610 Cubic Designs, Inc.
602 Dematic Corp
609 DIS Corp.
806 DLL
604 Douglas Battery
204 Durable Corporation
601 East Penn Manufacturing Co., Inc.
502 eBS, a Mechdata Company
707 e-Emphasys Technologies Inc
406 EnerSys
812 Exide Technologies
300 Flight Systems Industrial Products
509 FMH Conveyors
409 ForkliftAction Media Pty Ltd
310 Fox IV Technologies, Inc.
203 Gamber-Johnson
702 Hamilton Caster & Mfg. Co.
800 Handle-It, Inc.
508 Hawker
813 Hilmot Corporation
611 Husky Rack & Wire
704 InCord, Ltd.
811 Intella Liftparts Inc
208 ITC, Inc.
606 Lift Technologies Inc.
705 Long Reach
701 Mac Rak Inc
608 Master Magnetics
605 META Storage Solutions
111 Millennium Industrial Tire
308 Mobile Fleet Solutions, Inc.
408 Modern Equipment Company, Inc.
710 Morse Mfg. Co. Inc.
708 Owner Resource Group
309 PFI - Products For Industry
404 Presto Lifts
503 Rack Builders, Inc.
804 RB Innovative Products, Inc.
607 Relevant CRM
211 Resonant Dealer Services LLC
303 Ridg-U-Rak, Inc.
205 Ryson International Inc.
700 Safety Systems & Controls, Inc.
801 Sentry Protection Products
807 ServiceMax Inc.
815 Shell Lubricants
810 SICK, Inc.
302 Skyjack, Inc.
709 Softbase Development Inc.
405 Sovella, Inc.
814 SpaceGuard Products
603 SpaceRAK a div of Heartland Steel
504 SSI Schaefer
511 Steel King Industries
206 Steliana US
401 Superior Tire & Rubber Corp.
101 Taylor-Dunn Mfg.
207 The Caldwell Group
201 Thombert, Inc
808 Trelleborg Wheel Systems
403 Tri Lite, Inc.
805 TVH
500 Unarco Material Handling
400 UNEX Manufacturing Inc.
402 UNIRAK Storage Systems-F&F Industries
202 Vestil Manufacturing Company
506 Vetter Forks, Inc.
703 West Point Rack, Inc.
210 Wildeck, Inc.
301 Wirecrafters LLC
311 Worldwide Material Handling Products LLC
816 Wynright/Automotion
706 XAPT Corp.

As of November 1, 2016

Happy Hour – Keep the Networking Going!

MHEDA will bring together convention attendees for a bonus hour of networking. Enjoy refreshments, raffle prize drawings and more. Spouses are also invited to this event. 4:30 p.m. – 5:30 p.m. on Monday, May 1st

Reviews from Past Exhibitors

“The Exhibitor Showcase is a much more relaxed and personal environment.”
- Lloyd Ewing, Husky Rack and Wire

“The MHEDA convention is very well run and organized. I attend many throughout the year and this one is at the top of my list. Always a lot of fun and the staff and leadership go out of their way to assist in any way they can to help with everything. I can’t wait until next year.”
- Tommy Edge, Mobile Fleet Solutions

“Action packed full of wonderful networking possibilities and informative speakers and workshops.”
- Mark Young, Bluff Manufacturing
Optional Activities

Utah Olympic Park

Cradled by the Wasatch Mountains, the 389-acre Utah Olympic Park venue is a must see! It was built to host the 2002 Olympic Winter Games. Today, the venue is an active Official U.S. Olympic Training Site. Your visit will include touring the interactive Alf Engen Ski Museum and the Olympic Legacy Gallery. You will also receive a Gold Day Pass, which includes unlimited access to activities including Zip Lining, Obstacle Ropes Courses and more! Saturday, April 29th from 8:30 a.m. – 12:30 p.m.

Golf Tournament at the Eaglewood Golf Course

Nestled in the hills of the Wasatch Front, with spectacular views of the Great Salt Lake, lies a unique and exciting golf course called Eaglewood. Eaglewood's mountain side design demands precision on every tee. Bald eagles often soar high above the links, so even though you may not putt for eagle, you’ll most likely see one. Includes breakfast and lunch. Sunday, April 30th from 7:00 a.m. – 2:00 p.m.

Mormon Tabernacle Choir Performance & Salt Lake City Tour

Temple Square is a worldwide icon. You will enjoy a performance by the world-famous Mormon Tabernacle Choir. After the performance, a local expert will guide you through Salt Lake City showing all of the must-see sights such as The Utah State Capitol building; This is the Place Heritage Park; University of Utah and more! Sunday, April 30th from 8:30 a.m. – 12:30 p.m.

Mountain Biking

Enjoy a scenic 10-mile ride through the Wasatch Back on a mountain bike. Rides are available for all ability levels. See the sights of Park City and Salt Lake in a way you can’t see by car! Sunday, April 30th from 9:00 a.m. – 12:00 p.m.

SPOUSES/GUESTS

Lunch & Libations at the Leonardo Museum

Spend an inspiring morning exploring the many science, technology and art exhibits. Afterwards, enjoy lunch in a private dining room then attend a libations class led by a master bartender. Learn about creative cocktail making and spirits pairing with a true artistic flair. Monday, May 1st from 11:00 a.m. – 2:00 p.m.

Women in Industry Breakfast & Presentation: 10 Secrets to a Healthier You

For a more detailed description on this presentation, see page 4. Tuesday, May 2nd from 7:00 a.m. - 8:45 a.m.

Park City Shopping & Lunch at Nelsons Cottage

This tour will drop guests at the top of Main Street, (home to the world renowned Sundance Film Festival) for some shopping fun. Guests will then make their way to a fantastic lunch at Nelsons Cottage, which is listed on the Park City Historic Houses list. Tuesday, May 2nd from 10:30 a.m. – 2:30 p.m.

Monday and Tuesday Lunch at the Hotel

Planning on staying at the hotel and want to join your spouse for lunch? Please register and we’ll save you a spot! Monday, May 1st from 12:30 p.m. – 1:30 p.m. and Tuesday, May 2nd from 12:00 p.m. – 1:00 p.m.
PARTIES*

Opening Party at Top Golf

Top Golf is a premier golf entertainment complex where the competition of sport meets your favorite local hangout. You can network and challenge your peers to fun point-scoring golf games that anyone can play. Top Golf has over 100 golf bays, 3 high tech floors, a rooftop terrace, as well as 200+ HDTV’s. Enjoy dinner, games and re-connecting with your MHEDA friends. Sunday, April 30th from 6:30 p.m. – 10:00 p.m.

Closing Party: MHEDA After Dark

End your MHEDA Convention experience with a fun evening of fine dining and live band performance. Please note, this event is for Adults only. Tuesday, May 2nd from 7:00 p.m. – 11:00 p.m.

*Parties are included in your registration fee. No additional registration is required for these events.

ABOUT THE HOTEL

The Grand America Hotel

555 South Main Street
Salt Lake City, Utah 84111
Special Discounted Group Rate - $239 Single/Double Rate valid until April 1, 2017 or until the room block is sold out. For reservations call 800-437-5288 or visit www.mheda.org/hotel2017

Framed by the Wasatch and Oquirrh Mountain Ranges, The Grand America is on ten landscaped acres in the heart of downtown Salt Lake City, within walking distance of shopping, restaurants, light rail, nightlife, cultural, and sporting events. The hotel offers 775 spacious luxury rooms and suites with stunning views of the mountains, skyline, and sunset. Each room is individually decorated with hand-crafted Richelieu furniture, English wool carpets, Carrera Italian marble, and the finest fabrics.

Salt Lake International Airport is located only 7 miles from The Grand America Hotel.

For more information about the hotel, visit grandamerica.com
2017 REGISTRATION FEES

IMPORTANT: Your 2017 Convention Registration DOES NOT include a booth in the Exhibitor Showcase and all exhibitors are required to have a minimum of one full Convention Registration. If you reserved a booth, there is a separate booth fee. For more details, turn to pages 6-7 or call the MHEDA office at 847-680-3500.

MHEDA MEMBER
$1195 per person on or before February 15th
$1395 per person after February 15th
Includes:
- Keynote Presentation and General Sessions
- Workshops
- Admittance to the Exhibitor Showcase & Happy Hour Reception
- (3) Breakfasts, (2) Lunches and all breaks
- Opening Party at Top Golf (Includes Dinner)
- Closing Party (Includes Dinner)
- Give Back Event
- Women in Industry Event

NON-MEMBER REGISTRATION
$1895 per person
Includes all functions listed under Member Registration

SPOUSE/GUEST REGISTRATION
$895 per person on or before February 15th
$995 per person after February 15th
Includes:
- Keynote Presentation and General Sessions
- Admittance to the Exhibitor Showcase & Happy Hour Reception
- (3) Breakfasts
- Opening Party at Top Golf (Includes Dinner)
- Closing Party (Includes Dinner)
- Give Back Event
- Women in Industry Event
- Does not include Spouses’ Optional Activities and Member Lunches on Monday and Tuesday

BOOTH ASSISTANT
$595 per person
Includes:
- Admittance to Sunday’s Opening Party at Top Golf
- Admittance to all Monday programs and Exhibitor Showcase
- Includes Monday Breakfast, Lunch, Refreshment Breaks and Happy Hour Reception
- This special offer is limited to one person per booth.

Note, in order to qualify for the Booth Assistant Fee, your company must have a booth in the Exhibitor Showcase and one person from your company must be registered as a full registrant.

CANCELLATION POLICIES
- Registration Fee (Member, Non-Member, Spouse, Booth Assistant)—The full amount will be refunded if you cancel before March 1, 2017. Cancellations received March 2-10, 2017 will be charged a $200 administration fee per person. No refunds for cancellations received after March 11, 2017. No refunds will be given for “no shows.”
- Exhibitor Showcase—Cancel your booth between now and January 31, 2017 and you will be charged a $500 cancellation fee. No refunds after January 31st.
- Tours, Spouse Activities, Golf Tournament—The full amount will be refunded if you cancel no later than March 10, 2017. NO REFUNDS for tour(s) or golf tournament cancellations after this date or during Convention. You will be responsible for the full tour or golf fee.

“BOGO” FREE Distributor Registration
Share convention with a key member of your team. For every Distributor Member Registration, we are happy to offer you one FREE registration for anyone at your company who has never been to the convention. One person must be registered in full.

2017 REGISTRATION CODES

<table>
<thead>
<tr>
<th>Code</th>
<th>Registration Types &amp; Fees</th>
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<tbody>
<tr>
<td>A.</td>
<td>Early Bird Member (by February 15th) $1195</td>
</tr>
<tr>
<td>B.</td>
<td>Member Registration (after February 15th) $1395</td>
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<tr>
<td>C.</td>
<td>Non-Member Registration $1895</td>
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<td>D.</td>
<td>Booth Assistant $595</td>
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<tr>
<td>E.</td>
<td>FREE Distributor Registration FREE</td>
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<tr>
<td>F.</td>
<td>Early Bird Spouse/Guest Registration (by February 15th) $895</td>
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<tr>
<td>G.</td>
<td>Spouse/Guest Registration Fee (after February 15th) $995</td>
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OPTIONAL ACTIVITIES & FEES

1. Utah Olympic Park $150
2. Mormon Tabernacle Choir & Salt Lake City Tour $115
3. Golf Tournament $180
4. Mountain Bike Tour $155
5. Lunch & Libations at the Leonardo Museum $160
6. Park City Shopping & Lunch at Nelsons Cottage $160
7. Women in Industry Breakfast & Presentation* FREE
8. Monday Lunch (Spouses/Guests) $70
9. Tuesday Lunch (Spouses/Guests) $70
10. MHEDA Gives Back: Blessings in a Backpack* FREE

*These events are free, but registration is required.
Company

Is your company a MHEDA member? YES NO

Address

City State Zip

Phone Fax

Registrant Information

Example: John Smith

Registrant # 1: Registrant #1 E-Mail:

Address (if different than above): Spouse/Guest #1: Spouse/Guest E-Mail:

Registrant #2: Registrant #2 E-Mail:

Address (if different than above): Spouse/Guest #2: Spouse/Guest E-Mail:

First Time Attendee? Y/N

Reg Codes See page 10

Total Amount

$1525

Email addresses required for all registrants

Registration Total

Payment Information

Check Enclosed Visa MasterCard American Express Discover

Number Security Code

Card Holder’s Name Exp.Date

Card Holder’s Email Address

Address this Card is Billed to

Signature

By registering for the 2017 Convention, MHEDA has the right to use your photo for future promotional material. If you have a disability, require special accommodations or have dietary restrictions, please call 847-680-3500. We will do our best to accommodate you. MHEDA will be recording some of the presentations and will have them available on our website after the event. By registering for the Convention, MHEDA has the right to have you in these recorded videos.
THANK YOU SPONSORS!

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For information on other sponsorship opportunities, contact Kathy Cotter at kcotter@mhed.org.
Sponsors as of November 1, 2016.

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DETAILS INSIDE!